



# Digital CX Services

Market Analysis  
Report Abstract

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Ivan Kotzev  
Customer Experience Services  
NelsonHall

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## Who Is This Report For?

NelsonHall's "Digital Customer Experience Services" report is a market assessment report designed for:

- Sourcing managers investigating "the art of the possible" and the perspectives of their peers towards next generation customer service
- Vendor marketing, sales and business managers developing strategies to target digital & service transformation opportunities within customer experience
- Financial analysts and investors specializing in the IT services and BPS sector.

## Scope of the Report

The report is based on interviews with CX Services providers and clients. It analyzes the worldwide market for customer experience services and addresses the following questions:

- What is the current and future market for CX Services?
- What is the market size and projected growth for the global for CX Services?
- What is the market size and projected growth for the global CX Services by geography?
- What is the market size and projected growth for the global CX Services by client industry?
- What are the top drivers for adoption of CX Services?
- What are the benefits currently achieved by clients of CX Services?
- What factors are inhibiting client adoption of CX Services?
- What are the main CX Services offerings and services provided by vendors?
- What is the current pattern of delivery location and how is this changing?
- What are the tools and frameworks used by CX Services vendors for delivery and how are these changing?
- What are main external partnerships used by CX Services vendors and how are these changing?
- What are the selection criteria, challenges and critical success factors for CX Services?



## Key Issues & Highlights

The customer experience services market is approximately \$72.4bn (2018), growing at 5.1% CAAGR through 2022. North America and Europe represent over 60% of the market. Customer care is the largest service line with

revenue generation the fastest growing. Key client needs are customer satisfaction improvement and adding scale for delivery. They want digitalization of their support and sales programs with increased use of digital and self-service channels and reduced dependency on voice. Vendors offerings cover consulting services, technology implementation such as unified agent desktop and next-best-action tools, digital channels enablement, and experience with RPA implementation. Vendors deploy self-service models and automation as transformation levers.

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## Report Length

110 pages, consisting of 8 chapters

## Report Author

Ivan Kotzev

[ivan.kotzev@nelson-hall.com](mailto:ivan.kotzev@nelson-hall.com)